



## **FY22 Cultural Vibrancy Project Grant Guidelines**

**Deadline: August 6, 2021 AT 5:00 P.M. (MST)**

**Funding Request: \$2,000 - \$10,000**

Please read this entire document. The policies and procedures that follow the application questions are important. It is your responsibility to be aware of all information contained in this document.

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## OVERVIEW

Cultural Vibrancy grants provide support for projects that are open and accessible to the general public, and that showcase the richness of our cultural community. The following disciplines will be considered for funding:

- **Arts** - dance, folk arts, literary, media arts and film, performing arts, public art installations, theater, visual arts
- **Museums** - arts, botanical, history, natural history, science, zoological
- **Historic Preservation** - service and education of architecture with a focus on the artistry involved in creating historic buildings
  - Neither restoration nor preservation of buildings, landscapes, nor objects is supported by this grant
- Applications from organizations that do not have a cultural mission, but are **producing culturally significant work** will also be considered.

**Examples of Cultural Vibrancy projects include:** the artistic or cultural component of festivals, exhibitions, workshops/classes; creative aging; providing art experiences to veterans; creating a community mural under the direction of an artist; providing an artistic activity within a festival; fostering preservation of cultural traditions of a refugee or other historically underrepresented population; offering special projects that highlight a new exhibit/program; creative endeavors tied to community revitalization; or other innovative projects that advance arts and culture in a community or geographic region, and has a strong public component. If you have questions as to whether your proposed project might fit, please call the grants office for guidance.

Organizations may only receive project support **or** general operating support. Because both applications are due at the same time, we request that you choose to apply for one or the other. If you have a question about which is the best fit for your organization, please inquire with a member of the grants team (contact information is on the last page of these guidelines).

**The culminating performance, project, or presentation must take place between December 1, 2021 and June 30, 2022.** Please note the shorter duration of 7 months for this grant project. A new application for the full 12 month FY23 (July 1, 2022 - June 30, 2023) will be available in Spring of 2022.

## WHO CAN APPLY?

- 501(c)(3) nonprofit organizations
- Municipalities, government agencies
- Federally recognized tribal communities or tribes
- Correctional/juvenile facilities, social service agencies, libraries or community centers
- Fiscally sponsored projects with a community focus

**Please note:** We do not fund L3C, for-profit organizations, or individuals in this grant category.

**Also note:** If the mission of the applicant organization is primarily arts or museums, you should consider applying for UA&M General Operating Support grants instead of the Cultural Vibrancy Project.

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## WHAT CAN WE NOT FUND?

- Endowments
- Activities that have already taken place
- Programming completed prior to December 1, 2021 or after June 30, 2022
- Major capital expenses
- Direct funding to acquire, construct, extend, or maintain a facility
- Activities or materials which violate State or Federal laws
- Travel outside of Utah for professional conferences
- Fundraising events/expenses or galas
- Prizes, awards, or benefits
- Hospitality (food, refreshments, etc.)
- Deficit reduction
- Scholarships for academic programs
- Activities restricted to an organization's membership (see also education on page 10)
- Employee or applicant's personal gain
- Paid political advertising or lobbying expenses
- L3C, for-profit, or individuals

## GRANT WRITING BEST PRACTICES

- Read the guidelines before you begin.
  - Start early—at least two weeks before the deadline to ensure you have fulfilled all requirements.
  - Have a person who is unfamiliar with your organization read your application prior to submission and give you feedback. Think about writing to/for someone who does not know what you do.
  - Ensure the budget supports the narrative in fact and values.
  - Please email if you have questions that are not answered in these guidelines.
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## CASH MATCH FOR APPLICANTS

This grant requires a **minimum of a 1:1 match. This grant may be matched by an all cash match, or up to 25% of the match may come from in-kind contributions.** This means that if you are applying for \$2,000, your organization would need to have either a minimum of \$2,000 in funding from other sources (cash match) or \$1,500 in a cash match and \$500 in verifiable in-kind contributions of volunteer time or supplies. Cash matches come from earned or raised income. A cash match can be used to pay for items that UA&M is unable to fund. The match must be directly related to this project.

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## QUESTIONS ABOUT THE GRANT?

Racquel Cornali, Grants Coordinator · [rcornali@utah.gov](mailto:rcornali@utah.gov) · 801.236.7541  
Laurel Cannon Alder, Grants Manager · [lalder@utah.gov](mailto:lalder@utah.gov) · 801.236.7550

**All applications must be created and submitted online by Friday, August 6, 2021 at 5:00 p.m. (MST) on our grant portal: [uamgrants.utah.gov](http://uamgrants.utah.gov)**

## APPLICATION CONTENT

All applications must be submitted online through the [grant application portal](#). If you do not currently have access to the portal, it can take **up to two days** to receive a portal account. If there has been a change in staff at your organization, please contact us so we can set up the correct account for access to our portal.

### Grant Sections & Questions

#### **General Information (not scored):**

We ask you to provide general information such as contact information, your Federal Tax ID or EIN, [Charitable Solicitations Permit](#), [DUNS number](#), etc.

#### **Vibrancy in Cultural Programming (40%):**

This section will be reviewed based on the quality of artistic or cultural offerings. The project that is funded by this grant should have a clear start and end date (between December 2021 and June 2022) and foster cultural vibrancy in the community. Cultural vibrancy should meet the highest standards of excellence, engage the public, and enable participants to acquire knowledge or skills, and/or strengthen communities through cultural offerings. What constitutes cultural vibrancy may vary in relation to the organization's mission, audience or community.

**WHAT WE ASK:** Tell us the who, what, when, where, why, and how of your proposed project.

**THE ANSWER WE'RE LOOKING FOR:** Assume the panel knows nothing about this project. Write a brief narrative that provides specific details about the project so that someone unfamiliar with it can understand all aspects of the project. (up to 3,000 characters)

**WHAT WE ASK:** What is the cultural significance of this project?

**THE ANSWER WE'RE LOOKING FOR:** Remember that the purpose of this grant is to create projects that infuse the community with excellent artistic or cultural opportunities. You may talk about the uniqueness or value of your proposed work. If you have questions about whether your grant is a good fit or not, email a member of the grants office. (up to 2,000 characters)

**WHAT WE ASK:** Please provide 1-3 work samples here.

**THE ANSWER WE'RE LOOKING FOR:** Please provide proof of the merit of your project with work samples. You can submit a *maximum* of 3 work samples for your project (links, uploads, or a combination of both). If you would like to submit

weblinks, please create a PDF document with the links, a brief description of what the reviewer will see, and if needed, the time marking for the panel member to watch. We recommend that each sample focus on no more than 3-5 minutes of material. Attach the documents as an upload. You can also submit photos, programs, or other printed material in PDF format. These samples should reflect the ideas, concepts, or quality of the proposed project. For example, if you are proposing a music project, your sample should include samples of the music. If you are installing a piece of public art, submit photos of the artist's work samples. Make sure any links you submit work correctly and are as high-quality as possible. Maximum upload size is 25MB per attachment so typically web links are best.

### **Community Involvement and Access (30%):**

Community involvement demonstrates the organization's efforts to understand and serve its community, its efforts to be inclusive of individuals from all demographic backgrounds, physical and cognitive abilities, as well as the community's support of the organization.

**WHAT WE ASK:** How will the project engage or involve the community and who is in the target community that you are hoping to serve? Each project must include a public or community engagement aspect.

**THE ANSWER WE'RE LOOKING FOR:** Because each project must include a public or community engagement aspect, please be thoughtful about your answer to this question. How will members of the community actively participate in your project or event? Can people be involved in the process? Will there be a public performance, workshop, or other activity that is open to the community? Include a description of your target community in your answer to this question. (up to 2,000 characters)

**WHAT WE ASK:** Describe how people with varying disabilities can access your event or request accommodations to participate in your project.

**THE ANSWER WE'RE LOOKING FOR:** How would a patron request accommodations and what kind of accommodations do you provide? Is this listed on your website or marketing materials? Is it easy for a patron to figure out whom to contact with accommodation requests? What accommodations do you offer that are standard for each event? For example, does every event have an ASL translator? Is the event located in a space that is easily accessible for people with physical disabilities? Do you assign an usher to see a patron with a disability to their seat? Are all of your printed materials available in a large-print format? Other accommodations? (up to 1,500 characters)

**WHAT WE ASK:** Please tell us about the efforts that you are making to serve diverse audiences and to be equitable. Please see the guidelines for a list of ideas that you may focus your answer on.

**THE ANSWER WE'RE LOOKING FOR:** Some great ways to reach diverse audiences, and to be more equitable, are listed below. Please think about these ideas as you are planning your project. (up to 1,500 characters)

- Actively plan projects with partners from or primarily serving historically underrepresented communities
  - If presenting work that portrays a cultural community, are you seeking guidance from an appropriate representative of that community?
  - Providing translation of signage and printed materials in a language other than English
  - Hire staff or engage key volunteers who represent a diverse population
  - The project aims to serve a historically underrepresented group
  - Provide outreach to historically underrepresented populations.
- (up to 1,500 characters)

**WHAT WE ASK:** Does your project comply with ADA and Section 504 accessibility requirements (accommodations for people who are disabled)?

**THE ANSWER WE'RE LOOKING FOR:** This is a "Yes" or "No" question. Please click the link to read more about the requirement and whether your project complies.

### **Sound Management (30%):**

Sound management demonstrates the organization's ability to carry out its proposed activities, including administrative support, finances, resources, and implementation of evaluations and improvement plans.

**WHAT WE ASK:** Please upload a screenshot of your event or organization listing on NowPlayingUtah.com.

**THE ANSWER WE'RE LOOKING FOR:** Think of [NowPlayingUtah.com](https://nowplayingutah.com) as a free (and required) marketing tool for your organization. You will need to add your event to NowPlayingUtah.com and then upload a screenshot of this event.

**WHAT WE ASK:** Specifically, how will the grant money be used? Be specific.

**THE ANSWER WE'RE LOOKING FOR:** Tell the panel exactly what you will use the money for, whether that is to pay artists, create new panels in a museum, rent a venue, pay for marketing materials, etc. This is the narrative answer, and you will also need to upload the project budget in question #19. (up to 1,000 characters)

**WHAT WE ASK:** Provide a narrative description of your project's expected income and in-kind support.

**THE ANSWER WE'RE LOOKING FOR:** This description should outline your sources of income, including how the community will support your proposed project. Don't forget this grant requires a 1:1 match (a minimum of 75% cash and optional 25% in-kind are allowed). Please provide information on other partners and funding sources that you are expecting besides the UA&M grant. (up to 1,500 characters)

**WHAT WE ASK:** Upload your FY22 Cultural Vibrancy Project Grant Budget Worksheet (found at [ArtsAndMuseums.utah.gov](https://artsandmuseums.utah.gov)). Applications using a budget form other than the one available on the Utah Arts & Museums grants page will be considered incomplete and may be disqualified.

**THE ANSWER WE'RE LOOKING FOR:** Follow the link and find the appropriate budget sheet for the Cultural Vibrancy Project Grant. Download this to your computer, update with your numbers, and upload the updated file to this question. Be sure to include any/all anticipated (or actual) income or expenses for your proposed project. Include your request in the appropriate box. Income and expense totals should match. Use the narrative box to explain anything about your budget to the panel. The narrative is required because we find that applications that have a written narrative do better in the review process. Keep a copy of this budget form for your records because you will need it for your final report if your project is funded. Call us if you have questions.

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## REVIEW PROCESS

Grants (funding awards) made by the Utah Division of Arts & Museums (UA&M) support arts, museums, and cultural experiences in communities statewide. Grants are intended to provide Utah residents with opportunities to participate in cultural activities. Grant panels work diligently to evaluate grants based on cultural merit, sound fiscal management, and ability to reach a broad community.

Eligible applications will be reviewed by UA&M staff and a panel of community professionals. (We welcome [applicants](#) to participate as a panel reviewer). Each review panel will evaluate applications based on the criteria outlined in the guidelines. All grant allocations are approved by either the Utah Museum Services Advisory board or the Utah Arts Advisory board. The appropriate board will review and approve final funding recommendations, and may consider a special exception



to these guidelines based on agency priorities. UA&M is a state agency that provides public funding for arts and museums. As a public entity, it reserves the right to make final decisions about the use of public funds for projects, programs, acquisitions, commissions, or other activities as deemed appropriate by the Division and/or board. No organization or individual is guaranteed funding from one year to the next. Funding levels are contingent on many factors, including resources available, number of applications, a written application, and meeting specified criteria.

UA&M takes the responsibility of awarding public funding seriously. UA&M carefully follows grant review and award procedures as permitted by statute and board policies. UA&M reserves the right to revoke awarded public funds (current, multi-year, and/or future) as deemed necessary. The revocation of any public funds will be taken under consideration by the appropriate state board.

## GRANT TIMELINE

Grant Opens: Thursday, July 1, 2021

Grant Closes: Friday, August 6, 2021 at 5:00 p.m. MST

Panel Review: September 2021

Funding Notification: October 2021

Payment Disbursed: After November 15, 2021

Project Completion: By June 30, 2022

Final Report on Funded Projects: August 1, 2022

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## ELIGIBILITY POLICIES

- Organizations may only receive one UA&M grant per fiscal year. If your organization is applying for the General Operating Support grant, please do not apply for this grant.
- Utah Arts & Museums restricts its funding to organizations based in, and primarily serving, the residents of or visitors to Utah.
- Grant requires a minimum of a 1:1 match. This grant may be matched by an all cash match, or up to 25% of the match may come from in-kind contributions. This means that if you are applying for \$2,000, your organization would need to have either a minimum of \$2,000 in funding from other sources (cash match) or \$1,500 in a cash match and \$500 in verifiable in-kind contributions

of volunteer time or supplies. Cash matches come from earned or raised income. The cash match can be used to pay for items that UA&M is unable to fund. The match must be directly related to this project.

- Charitable Solicitations Permit: Unless otherwise exempt, all organizations that solicit funds for a charitable purpose are required by Utah law to register as a charitable organization with the Utah Division of Consumer Protection. In your application (if you are not a government agency or educational institution), we will ask you to provide a copy of your current Charitable Solicitation Permit (CSP). You must upload either a current CSP or a brief explanation of your exemption. If you have questions about whether this applies to your organization, you can read the law or contact the [Department of Consumer Protection](#). The application for a permit is not considered proof of registration.
- All organizations applying for grants must have a DUNS number. For more information on applying for a DUNS number, click [here](#).
- Indirect costs for facilities, administration, or other overhead are restricted to the federally-negotiated indirect cost rate or the de minimis cost rate, not to exceed 10%.
- UA&M funding received from this FY22 grant must be spent between December 1, 2021 and June 30, 2022.
- Final reports are due August 1, 2022. If your organization fails to file a final report to the division, you may be required to return the funding.

**Educational Institution Eligibility. K-12, universities, colleges, and other educational institutions are subject to the following restrictions:**

- Programming for which grant funding is sought must be open to the general public and easily accessible. The public (meaning those outside the institution) must compose a significant percentage of those involved in or served by the activities.
- Academic awards and/or work, including fellowships, scholarships, or tuition fees for student work, are not allowed.
- Events and services funded by the grant must be supplementary to regular curriculum. Grant funds cannot be used to support projects involving classes or workshops for which college credit is given.
- Overhead expenses must follow the federal funding guidelines set by the Federal Office of Management and Budget.
- Institutions are limited to no more than one grant to the same academic department in any given fiscal year.

**Legislative Pass-Through/Direct Line-Item Funding.** The following criteria apply to organizations receiving pass-through or direct line-item funding (also known as legislative appropriations).

- Organizations that receive ongoing legislative pass-through funding for general operating support are not eligible for UA&M grant funding.
- POPS, iSEE, and State Museum Funding are not considered pass-through funding that is a duplication of funding by UA&M grants. Organizations receiving this type of funding may also apply for UA&M grants.
- Organizations that receive one-time legislative pass-through funding for operating expenses shall not receive UA&M funding in the same year they receive legislative pass-through.
- Grant requests from organizations that receive one-time pass-through funding for a specific project may be subject to review for eligibility by the Executive Committee of the Utah Arts Advisory Board or Utah Museum Services Advisory Board.
- Funds allocated by line-item pass-through from the legislature and UA&M competitive grants shall not be for similar activities.
- Organizations that receive a pass-through allocation from a department other than Culture and Community Engagement (formerly DHA) may be subject to review by the Executive Committee of the Utah Arts Advisory Board or Utah Museum Services Advisory Board if the activities seem similar to a grant application in the same year as the allocation.
- Organizations that receive pass-through funding for capital projects are eligible for UA&M funding.

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## WHAT IF MY ORGANIZATION RECEIVES A GRANT?

All grantees will receive an email notifying them of their grant award. The email will contain a copy of the State of Utah Grant Contract. The grantee should read and sign the contract and then send the entire contract via postal mail or email to our office for processing. Payment will be disbursed after we process the signed contract.

As a grantee, you will need to ensure you do the following:

- Give credit to the Utah Division of Arts & Museums (UA&M) on all publicity (online or print). "This project is made possible, in part, by a grant from the Utah Division of Arts & Museums"

- Please use the most current logos, which can be found [here](#). Please use the logo that includes the image of the Capitol and the UA&M "swish."
  - Ensure all grant funds are spent before June 30, 2022.
  - Write a letter of appreciation to your legislator(s) thanking them for the grant funding, and keep a copy to submit with your final report.
  - Grantees are also encouraged to express their gratitude to the legislators who provide the funding for these grants by writing the above letter and using the correct logos.
  - Complete a final report form online at [uamgrants.utah.gov](http://uamgrants.utah.gov) by August 1, 2022.
    - Include a copy of your legislative thank-you letter(s).
    - Include an updated copy of your budget with actual numbers.
    - Include a photo of the project. Unless otherwise indicated, UA&M may use submitted text and images in reports and publications. Please include photo credit information.
  - Organizations must list their organization name and event information on [NowPlayingUtah.com](http://NowPlayingUtah.com).
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## CONTACT THE GRANT STAFF WITH QUESTIONS

Racquel Cornali, Grants Coordinator · [rcornali@utah.gov](mailto:rcornali@utah.gov) · 801.236.7541  
Laurel Cannon Alder, Grants Manager · [lalder@utah.gov](mailto:lalder@utah.gov) · 801.236.7550